



Maeda@Media

John Maeda , Nicholas Negroponte (Foreword by)

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"John Maeda deconstructs the digital world with the earned authority of an M.I.T.-trained computer scientist and a card-carrying artist. Being ambidextrous with Eastern and Western cultures, he can see things most of us overlook. The result is a humor and expression that brings out the best in computers and art."--Nicholas Negroponte

John Maeda is one of the world's leading experimental graphic designers and is quickly becoming a digital culture icon. His early preoccupation with the intersection of computer programming and digital art has resulted in a fascinating, interactive, and stunningly beautiful collection of work. Maeda has pioneered many of the key expressive elements that are prevalent on the web today. Among his most well-known works are "The Reactive Square," which features a simple black square on a computer screen that changes shape if one yells at it, and "Time Paint," in which paint flies across the screen. He has created innovative, interactive calendars, digital services, and advertisements for companies such as Sony, Shiseido, and Absolut Vodka. This is the first publication to present a complete overview of Maeda's work and philosophy. A glorious visual exploration of ideas and graphic form, "Maeda @ Media" takes you through Maeda's beginnings in early computerized printouts, to his reactive graphics on CD-ROM, to his dynamic experiments on the web, to his pedagogical approach to digital visual art, and finally to his overarching quest to understand the very nature of the relationship between technology and creativity. Six thematic chapters provide an overview of his entire career and research. But this is not just a catalog of older work: interspersed between each chapter is a new visual essay that has been created exclusively for this publication to underline each of the major themes.

Coming together in a massive 480 pages, printed in a dazzling array of color combinations on three different kinds of paper, the result is a manifesto, a finely crafted manual and inspiration sourcebook all in one.

With over 1000 illustrations.

Maeda@Media Details

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From Reader Review Maeda@Media for online ebook

Moskovich says

Beautiful!

Benjamin Ma says

It is one of my favourite designer books collection. He is a talent. The books gave me inspiration, direction, energy and fun.

Eva says

This book had quite an influence on me and my path.

Nico Macdonald says

Excerpt from my review for Eye magazine: Maeda's elevation in the design world would seem to indicate a need for a serious discussion among designer of creativity in the digital domain. In this sense Maeda can't be compared to David Carson. And Da Vinci? This may not be an age that spawns people of his calibre, but if Maeda's 'post-visual' experiments can kick off in the twenty-first century what the Italian Renaissance painters, with their development of perspective, did for the visual five hundred years ago we will make some great strides. A renaissance man's mission, *Eye*, No 39, Vol 10 (Spring 2001)

Peter says

A massive, groundbreaking talent.
Amazing that this book came out 12 years ago.

So many contemporary media artists are treading over the same ground John covered in the 1990s...

Steven says

John Maeda grew up making tofu and now is an amazing graphic designer/artist. I'm totally into tofu and graphic design, three thumbs up!
